

Healthcare Reform Group,

I wanted to send you this press release outlining some of the benefits of AT&T's Human Emulation Solution, Ask Kate.

[http://www.nextit.com/Meet\\_Kate.ashx](http://www.nextit.com/Meet_Kate.ashx)

Our Human Emulation Solution has also had tremendous success at company's like Aetna, Merrill Lynch, and Continental Airlines:

- Calls to Aetna's customer service technical help desk have been decreased by 29 percent since introducing Ann.
- Ask Merrill successfully addresses over 400 applications, 3,000 products, and 170 product groups supporting over 25,000 employees and 5+M client accounts.
- Continental's Ask Alex answers more than 60,000 questions a day.

Unlike other natural language processing products for self-service available in the world today, Next IT has taken a more holistic approach. Next IT Human Emulation Software is a conversational interface that can be utilized across any channel (web, phone, mobile device, social media, kiosks, etc.) to enable organizations to deliver the highest quality resources in the most effective manner.

Our Virtual Assistant application, ActiveAgent™, is powered by Next IT Human Emulation Software to emulate an organization's best representatives, 24/7. ActiveAgent can take on many different forms. It may use an avatar with a brand-desired persona to engage users on an external site, or it may be implemented internally for an organization that just wants to use it as a tool to get their employees the information and answers they need quickly and accurately.

With the uncertainty around the health care reform and what that is going to mean for each state government it is important to effectively communicate those facts to everyone. Choosing health insurance can sometimes be a confusing task when there are many different plans and providers to pick from. The new health insurance exchange sites required for each State by the Exchange-related provisions of the Patient Protection and Affordable Care Act will provide constituents with a single location to find information about health insurance plans in their location. However, the amount of options available is likely to be large and the information is very complex so support for the exchange sites will likely be expensive.

The ActiveAgent solution will simplify the complexity of these new Health Insurance Exchange sites. It will allow each person to find the information that they need to make an informed decision about what is best for them. They will be able to ask their questions there way and get that one correct response they are looking for so they can select the best plan to meet their unique needs.

Please let me know if you would be interested in learning more about Next IT and how we can help you meet your business goals.

Respectfully,

Casey